

Rep Order# 6832435 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 104785

Printed: 07/26/2012 4:19 PM
Last Received: 07/25/2012 8:32 PM
Showing Buylines: All Lines

1 of 11

Station KSNV-TV LAS VEGAS, NV.
Advertiser () AMER. CROSSROADS
Product American Crossroads
Estimate# 691
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

PLEASE SEE TP CHANGES BELOW.T HANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SU	630P-7P	NBC SUN-FTBL	:30	\$175.00	09/23-09/23	0	0	0	\$0.00	
	2	SU	5P-630P	NBC SUN-FTBL<	:30	\$650.00	09/23-09/23	0	0	0	\$0.00	
	3	SU	7P-8P	NBC SUN-FTBL	:30	\$1,000.00	09/23-09/23	0	0	0	\$0.00	
	4	SU	7P-9P	NBC SUN-FTBL<	:30	\$1,000.00	09/23-09/23	0	0	0	\$0.00	
	5	TU	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/18-09/18	1	1	1	\$200.00	
	6	W	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/19-09/19	1	1	1	\$200.00	
	7	TH	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/20-09/20	1	1	1	\$200.00	
	8	SU	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/23-09/23	1	1	1	\$200.00	
	9	M	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
	10	TU	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	11	W	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	12	TH	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	

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Rep Firm
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Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	TU	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	
	14	W	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	15	TH	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	16	F	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	17	M	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	18	TU	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/25-09/25	1	1	1	\$325.00	
	19	W	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/26-09/26	1	1	1	\$325.00	
	20	TH	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/27-09/27	1	1	1	\$325.00	
	21	TU	11A-12P	RACHAEL RAY	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	
	22	W	11A-12P	RACHAEL RAY	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	23	TH	11A-12P	RACHAEL RAY	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	24	F	11A-12P	RACHAEL RAY	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	25	M	11A-12P	RACHAEL RAY	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	26	TU	11A-12P	RACHAEL RAY	:30	\$325.00	09/25-09/25	1	1	1	\$325.00	
	27	W	11A-12P	RACHAEL RAY	:30	\$325.00	09/26-09/26	1	1	1	\$325.00	
	28	TH	11A-12P	RACHAEL RAY	:30	\$325.00	09/27-09/27	1	1	1	\$325.00	
	29	SU	6A-7A	AVG. ALL WKS/NW3-SUNRS WKND	:30	\$200.00	09/23-09/23	0	0	0	\$0.00	

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Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	30	SU	8P-10P	VARIOUS	:30	\$1,150.00	09/23-09/23	0	0	0	\$0.00	
	31	SA	7P-730P	AVG. ALL WKS	:30	\$350.00	09/22-09/22	0	0	0	\$0.00	
	32	TU	2P-3P	DOCTORS	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	
	33	W	2P-3P	DOCTORS	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	34	TH	2P-3P	DOCTORS	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	35	F	2P-3P	DOCTORS	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	36	M	2P-3P	DOCTORS	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	37	TU	2P-3P	DOCTORS	:30	\$325.00	09/25-09/25	1	1	1	\$325.00	
	38	W	2P-3P	DOCTORS	:30	\$325.00	09/26-09/26	1	1	1	\$325.00	
	39	TH	2P-3P	DOCTORS	:30	\$325.00	09/27-09/27	1	1	1	\$325.00	
	40	TU	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	
	41	W	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	42	TH	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	43	F	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	44	M	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	45	TU	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/25-09/25	1	1	1	\$325.00	

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	46	W	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/26-09/26	1	1	1	\$325.00	
	47	TH	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/27-09/27	1	1	1	\$325.00	
	48	TU	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/18-09/18	1	1	1	\$750.00	
	49	W	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/19-09/19	1	1	1	\$750.00	
	50	TH	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/20-09/20	1	1	1	\$750.00	
	51	F	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/21-09/21	1	1	1	\$750.00	
	52	M	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/24-09/24	1	1	1	\$750.00	
	53	TU	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/25-09/25	1	1	1	\$750.00	
	54	W	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/26-09/26	1	1	1	\$750.00	
	55	TH	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/27-09/27	1	1	1	\$750.00	
	56	SA	630P-7P	AVG. ALL WKS	:30	\$350.00	09/22-09/22	0	0	0	\$0.00	
	57	TU	630P-7P	JEOPARDY< Buyline Comment: TP CHANGE	:30	\$1,000.00	09/18-09/18	1	1	1	\$1,000.00	
	58	W	630P-7P	JEOPARDY< Buyline Comment: TP CHANGE	:30	\$1,000.00	09/19-09/19	1	1	1	\$1,000.00	
	59	TH	630P-7P	JEOPARDY< Buyline Comment: TP CHANGE	:30	\$1,000.00	09/20-09/20	1	1	1	\$1,000.00	
	60	F	630P-7P	JEOPARDY< Buyline Comment: TP CHANGE	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	

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	61	M	630P-7P	JEOPARDY<	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
				Buyline Comment: TP CHANGE								
	62	TU	630P-7P	JEOPARDY<	:30	\$1,000.00	09/25-09/25	1	1	1	\$1,000.00	
				Buyline Comment: TP CHANGE								
	63	W	630P-7P	JEOPARDY<	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
				Buyline Comment: TP CHANGE								
	64	TH	630P-7P	JEOPARDY<	:30	\$1,000.00	09/27-09/27	1	1	1	\$1,000.00	
				Buyline Comment: TP CHANGE								
	65	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/18-09/18	1	1	1	\$750.00	
	66	W	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/19-09/19	1	1	1	\$750.00	
	67	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/20-09/20	1	1	1	\$750.00	
	68	F	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/21-09/21	1	1	1	\$750.00	
	69	M	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/24-09/24	1	1	1	\$750.00	
	70	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/25-09/25	1	1	1	\$750.00	
	71	W	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/26-09/26	1	1	1	\$750.00	
	72	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/27-09/27	1	1	1	\$750.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	73	TU	430P-5P	NEWS	:30	\$700.00	09/18-09/18	1	1	1	\$700.00	
	74	W	430P-5P	NEWS	:30	\$700.00	09/19-09/19	1	1	1	\$700.00	
	75	TH	430P-5P	NEWS	:30	\$700.00	09/20-09/20	1	1	1	\$700.00	
	76	F	430P-5P	NEWS	:30	\$700.00	09/21-09/21	1	1	1	\$700.00	
	77	M	430P-5P	NEWS	:30	\$700.00	09/24-09/24	1	1	1	\$700.00	
	78	TU	430P-5P	NEWS	:30	\$700.00	09/25-09/25	1	1	1	\$700.00	
	79	W	430P-5P	NEWS	:30	\$700.00	09/26-09/26	1	1	1	\$700.00	
	80	TH	430P-5P	NEWS	:30	\$700.00	09/27-09/27	1	1	1	\$700.00	
	81	TU	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/18-09/18	1	1	1	\$1,000.00	
	82	W	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/19-09/19	1	1	1	\$1,000.00	
	83	TH	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/20-09/20	1	1	1	\$1,000.00	
	84	F	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	85	M	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	86	TU	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/25-09/25	1	1	1	\$1,000.00	
	87	W	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
	88	TH	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/27-09/27	1	1	1	\$1,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	89	TU	7A-9A	TODAY SHW	:30	\$1,500.00	09/18-09/18	1	1	1	\$1,500.00	
	90	W	7A-9A	TODAY SHW	:30	\$1,500.00	09/19-09/19	1	1	1	\$1,500.00	
	91	TH	7A-9A	TODAY SHW	:30	\$1,500.00	09/20-09/20	1	1	1	\$1,500.00	
	92	F	7A-9A	TODAY SHW	:30	\$1,500.00	09/21-09/21	1	1	1	\$1,500.00	
	93	M	7A-9A	TODAY SHW	:30	\$1,500.00	09/24-09/24	1	1	1	\$1,500.00	
	94	TU	7A-9A	TODAY SHW	:30	\$1,500.00	09/25-09/25	1	1	1	\$1,500.00	
	95	W	7A-9A	TODAY SHW	:30	\$1,500.00	09/26-09/26	1	1	1	\$1,500.00	
	96	TH	7A-9A	TODAY SHW	:30	\$1,500.00	09/27-09/27	1	1	1	\$1,500.00	
	97	TU	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/18-09/18	1	1	1	\$700.00	
	98	W	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/19-09/19	1	1	1	\$700.00	
	99	TH	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/20-09/20	1	1	1	\$700.00	
	100	F	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/21-09/21	1	1	1	\$700.00	
	101	M	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/24-09/24	1	1	1	\$700.00	
	102	TU	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/25-09/25	1	1	1	\$700.00	
	103	W	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/26-09/26	1	1	1	\$700.00	
	104	TH	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/27-09/27	1	1	1	\$700.00	
	105	W	5P-630P	VARIOUS	:30	\$1,000.00	09/19-09/19	1	1	1	\$1,000.00	

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Product American Crossroads	ALEXANDRIA, VA 22314	Salesperson () AMY MCCREARY
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	106	F	5P-630P	VARIOUS	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	107	M	5P-630P	VARIOUS	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	108	W	5P-630P	VARIOUS	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
	109	TU	3P-4P	DR. PHIL<	:30	\$450.00	09/18-09/18	1	1	1	\$450.00	
	110	F	3P-4P	DR. PHIL<	:30	\$450.00	09/21-09/21	1	1	1	\$450.00	
	111	M	3P-4P	DR. PHIL<	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
	112	W	3P-4P	DR. PHIL<	:30	\$450.00	09/26-09/26	1	1	1	\$450.00	
	113	SA	6A-7A	AVG. ALL WKS	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
	114	TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/18-09/18	1	1	1	\$425.00	
	115	TH	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/20-09/20	1	1	1	\$425.00	
	116	TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/25-09/25	1	1	1	\$425.00	
	117	TH	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/27-09/27	1	1	1	\$425.00	
	118	SA	9A-930A	AVG. ALL WKS	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	119	SA	11P-1135P	WKD2 NWS-AT 11<	:30	\$1,100.00	09/22-09/22	1	1	1	\$1,100.00	
	120	SU	930A-10A	AVG. ALL WKS	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	121	SA	5P-630P	AVG. ALL WKS	:30	\$650.00	09/22-09/22	1	1	1	\$650.00	

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Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	122	TH	10P-11P	PRIME SUSP-NBC	:30	\$1,400.00	09/20-09/20	0	0	0	\$0.00	
	123	TH	10P-11P	PRIME SUSP-NBC	:30	\$1,400.00	09/27-09/27	0	0	0	\$0.00	
	124	F	9P-11P	GRIMM-NBC/DATELINE FR-NBC	:30	\$1,400.00	09/21-09/21	0	0	0	\$0.00	
	125	SU	9P-11P	LAW & ORDER<	:30	\$1,150.00	09/23-09/23	0	0	0	\$0.00	
	126	SU	9A-930A	AVG. ALL WKS	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	127	W	11P-1135P	NEWS 3 AT 11<	:30	\$1,100.00	09/19-09/19	1	1	1	\$1,100.00	
	128	F	11P-1135P	NEWS 3 AT 11<	:30	\$1,100.00	09/21-09/21	1	1	1	\$1,100.00	
	129	M	11P-1135P	NEWS 3 AT 11<	:30	\$1,100.00	09/24-09/24	1	1	1	\$1,100.00	
	130	W	11P-1135P	NEWS 3 AT 11<	:30	\$1,100.00	09/26-09/26	1	1	1	\$1,100.00	
	131	W	9P-11P	AVG. ALL WKS	:30	\$2,300.00	09/19-09/19	0	0	0	\$0.00	
	132	W	9P-11P	AVG. ALL WKS	:30	\$2,300.00	09/26-09/26	0	0	0	\$0.00	
	133	TU	630P-7P	FACE-J RALSTON<	:30	\$800.00	09/18-09/18	1	1	1	\$800.00	
	134	TH	630P-7P	FACE-J RALSTON<	:30	\$800.00	09/20-09/20	1	1	1	\$800.00	
	135	M	630P-7P	FACE-J RALSTON<	:30	\$800.00	09/24-09/24	1	1	1	\$800.00	
	136	TU	630P-7P	FACE-J RALSTON<	:30	\$800.00	09/25-09/25	1	1	1	\$800.00	
	137	TU	8P-9P	BIGST LR12-NBC	:30	\$1,350.00	09/18-09/18	0	0	0	\$0.00	
	138	TU	8P-9P	BIGST LR12-NBC	:30	\$1,350.00	09/25-09/25	0	0	0	\$0.00	

Station KSNV-TV LAS VEGAS, NV. Agency () CROSSROADS MEDIA
 Advertiser () AMER. CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555
 Product American Crossroads ALEXANDRIA, VA 22314
 Estimate# 691 Agency C/P1/P2/E 11/27/691
 Buyer Emily Milhoan Flight Dates 09/18/2012 - 09/27/2012
 Phone# Hiatus Weeks
 Fax#

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	139	TH	8P-9P	OFFICE/UP	:30	\$2,400.00	09/20-09/20	1	1	1	\$2,400.00	
	140	TH	8P-9P	COMMUNITY-NBC/PARK & REC-NBC	:30	\$1,350.00	09/27-09/27	0	0	0	\$0.00	
	141	M	9P-11P	SING OFF-NBC/ROCK-WILMS-NBC	:30	\$3,000.00	09/24-09/24	0	0	0	\$0.00	
	142	TU	8P-10P	BIGST LR12-NBC	:30	\$3,000.00	09/18-09/18	0	0	0	\$0.00	
	143	TU	8P-10P	BIGST LR12-NBC	:30	\$3,000.00	09/25-09/25	0	0	0	\$0.00	
	144	SU	8A-9A	MEET PRESS-SUN	:30	\$3,000.00	09/23-09/23	1	1	1	\$3,000.00	
	145	W	9P-11P	SVX	:30	\$3,200.00	09/26-09/26	1	1	1	\$3,200.00	
	146	SU	8P-930P	NEWS IN PRIME	:30	\$1,800.00	09/23-09/23	1	1	1	\$1,800.00	
	147	SU	10P-11P	L&O	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
	148	TU-F	5A-6A	NEWS	:30	\$325.00	09/18-09/21	1	1	1	\$325.00	
	149	SU	1130P-12A	SPORTS NIGHT	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	*150	W,F	630P-7P	FACE-J RALSTON<	:30	\$800.00	09/19-09/21	2	1	2	\$1,600.00	
			Station Remark: V4 NOT NA - PROGRAM AIRING 730-8P									
	*151	W-TH	630P-7P	FACE-J RALSTON<	:30	\$800.00	09/26-09/27	2	1	2	\$1,600.00	
			Station Remark: V4 NOT NA - PROGRAM AIRING 730-8P									

---REPORT TOTALS---

Rep Order# 6832435 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 104785

Printed: 07/26/2012 4:19 PM
Last Received: 07/25/2012 8:32 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () AMER. CROSSROADS
Product American Crossroads
Estimate# 691
Buyer Emily Milhoan
Phone#
Fax#
Report Totals: 133 / \$97,525.00

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

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Sales Office () PHILADELPHIA
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---SALES MONTHLY TOTALS---

Sep 12: 133 / \$97,525.00
Sales Totals: 133 / \$97,525.00
Station Totals: 133 / \$97,525.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$304,766	CATV	0%	KBLR	0%	KINC	0%	KLAS	33%	KSNV	32%
		KTNV	15%	KTUD	1%	KVCW	1%	KVMY	1%	KVVU	17%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE